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CREATIVE APPROACHES TO PARENTING PROMOTED INSOCIAL ADVERTISING

Advertising today plays a special role in people's lives. It is omnipresent. It reaches its audience through the mass media. The Internet is overflowing with this content. They suggest how to live, how to relax, how to spend leisure time, what to learn, but also how to bring up children. That is, what forms of influence to use to ensure health, safety, mental balance and joy in life.

As indicated, advertising influences cognitive processes. It provides information on what to do in order to carry out the upbringing process in accordance with values. So as to ensure the well-being of the child. Advertising also influences the emotions it indicates. Nostalgia, sadness or joy appear, but it also modifies behaviour [4, p. 86]. That is to say, it suggests specific educational tools which should lead to the best solutions in this respect.

The term reclamation comes from the Latin word *reclamare*, meaning to make noise, to make an uproar [1, p. 13]. In the past, shouting encouraged passers-by to stop in front of a stall advertised in this way [6, p. 19]. In English-speaking countries, a very similar term is used to describe advertising: advertising, is derived from the verb *adver* meaning „to divert”. Advertising is nothing more than the precise act of diverting attention and directing it towards a specific product [1, p. 13].

Advertising is a special way of communicating because the informational function of the message is reduced, while the persuasive function becomes more important. The main task of many advertising messages is not to convey specific information about a product, but to differentiate it from others [5, p. 16].

It is most often targeted at a certain segment of the population, the so-called target group, which is characterised by strictly defined demographic parameters and (less frequently) such psychological factors as attitudes, beliefs and personality. The accurate and precise definition of the target group and the construction of the advertising message in such a way that it reaches this group is a fundamental factor in determining the success of advertising. It does not have to be accepted and deemed credible by everyone. It should reach those it is intended for [2, p. 16]. An integral part of the activity of advertising and publicity is the transmission of information on a specific subject. Information is defined as a notification, indication, instruction, as well as the content of human Communications [7, p. 31].

It is a tool for communicating with the mass purchaser. It is most often defined as any paid form of non-personal representation and endorsement of goods, services or ideas by a specific buyer. It reaches an anonymous mass audience in the form of an impersonal, paid message, encouraging them to buy (or use) specific products or

services [8, p. 39]. Its purpose is to present and endorse a particular good, service or idea, i.e., to convey basic information about the product (idea) and to convince the consumer to take a particular action [5, p. 23]

Social advertising is a special form of communication. This is because it draws attention to socially important issues of the modern world. In the case of campaigns relating to education, the predominant content is safety, upbringing without violence, harm, mental health care, physical activity including healthy lifestyles for children, sport and physical exercise.

An example of this is the campaign against violence against children. The eloquent image of a frightened child and the slogan 'it's none of my business' poses an intellectual and moral challenge. It raises awareness and is thought-provoking. It leaves no illusions that this form of educational influence involving violence is an evil for which there is no social consensus. Acts of this kind take away childhood. The message is that no adult can harm a child. It is a duty to protect, to care, to support. It is a duty of prevention and prevention.



Source: <https://www.bing.com/images/search?view> (date of downloading 12.05.2024)

Harming is also done through words restricting the child's self-expression, denying their emotions, controlling their emotional state. It is also an action that destroys childhood. It deprives of autonomy. It denies certain emotions, which are an indispensable part of human psychological functioning. This campaign opens our eyes to the problem of the denial of emotions in parenting. It points out the existence of such a phenomenon. It stimulates reflection by charting new paths of upbringing. One that is more aware, more humanistic. One that does not destroy the emotional sphere of the child.



Source: <https://www.bing.com/images/search?view=detailV2> (date of downloading 12.05.2024)

Another issue raised in the advertising campaign concerns education. Equal opportunities to learn. Every child should have the right to education at the same level. Equal opportunities in this matter. Every child should have the chance for intellectual development, which opens up opportunities on the labour market.



Source: <https://www.bing.com/images/search?view> (date of downloading 12.05.2024)

The analysis of selected advertising campaigns responds to the problems of the modern world. Parents' haste, involvement in professional work and multiple responsibilities result in a lack of opportunity to devote proper time to the child. Talking about his or her passions, mental problems or difficulties at school, with peers. Such campaigns set priorities, stimulate reflection on parenting and child well-being, indicate what problems arise in people's lives and how to level them out at the level of parenting activities. This is an important part of creating healthy relationships within the family. Such campaigns not only teach the right approach to parenting in its broadest sense, they also highlight the existence of a number of problems in this area. They evoke emotions and point to pathways for solutions. This is an important tool to support a conscious approach to parenting.

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ОСОБИСТІСНІ РЕСУРСИ ЯК ФАКТОР САМОРОЗВИТКУ ОСОБИСТОСТІ

Підвищення зацікавленості до наукових досліджень у форматі ресурсного підходу в українській психології зумовлене низкою причин, зокрема, затяжним кризовим станом суспільства, пов'язаного з тим, що в Україні вже більше двох років триває повномасштабна війна з РФ. Щоб вижити та реалізуватися в таких умовах людині важливо знайти як зовнішні, так і внутрішні ресурси своєї особистості.

Аналіз наукової літератури вказує на існування різних поглядів, підходів, концепцій до проблематики, типології, технології актуалізації ресурсів. Наводиться як вкрай широке багатозмістовне визначення ресурсів, так і вузьке специфічне розуміння особливостей їх проявів. Деяко по різному розглядають зазначене явище вітчизняні та зарубіжні психологи, зважаючи на комплексність та міждисциплінарність даної проблеми. На сьогодні недостатньо вивчені питання структури, психологічних особливостей, механізмів активізації внутрішніх резервів людини, існують складнощі із створенням та використанням надійного діагностичного інструментарію по визначенню процесів витрачання та відновлення внутрішніх резервів особистості.

Критичний огляд літератури показує, що *ресурси* найчастіше розуміють як властивості особистості, які сприяють ефективному вирішенню різних життєвих проблем та ситуацій. Виділяють два основних напрями досліджень: